

Providence Tourism Council

Minutes to Board of Directors Meeting

June 24, 2009

Members Present: Paul Brooks, Jim McCarvill, Jack McConnell, Matt Montgomery, Deborah Brayton, Angelo Deperi, and Donna DiOrio

Also Present: Martha Sheridan (PWCVB), Kristen Adamo (PWCVB), Phyllis A. Blanchette (PWCVB), Susann Della Rosa, Susan Leach DeBlasio (legal counsel), Terry Gallagher (Lou Hammond & Associates), Lynn McCormick (City Department of ACT)

1. Call to Order: Chairman McConnell called the meeting to order at 12:00 PM. Special thanks to the PW CVB for providing a meeting room and lunch for the Board and its guests.

2. Approval of Minutes: The minutes of the last meeting were distributed and unanimously approved upon motion and second.

3. Report from Terry Gallagher of Lou Hammond: Terry Gallagher of Lou Hammond & Associates reported on the public relations work done on behalf of the city for the past 4 years. He also presented his goals and plans for continuing the marketing of Providence to the national press. The Board unanimously commended Mr. Gallagher and the Lou Hammond agency for the outstanding work they have done promoting Providence.

4. Extension of the contract for public relations: Upon motion, second, and the unanimous vote of the Board, the Board extended the contract for public relations services for Lou Hammond & Associates for 3 months under its existing terms. Furthermore, because 4 years have passed since the original RFP and contract for public relations services, the Board voted to issue an RFP for public relation services for a new multi-year contract.

5. Report on the Joint Marketing Program with the PWCVB: Kristen Adamo and Phyllis Blanchette presented a report on the activities and accomplishments of the PTC/PWCVB Joint Marketing Agreement. (See attached).

6. Recommendations of Grants Committee: Paul Brooks on behalf of the Grants Committee recommended the following action with regard to grant applications for FY 10:

Arts & Business Council of RI (research) Denied

AS220 Foo Fest \$10,000

Burnside Park Music Series \$4500

Indie Arts Fest Denied

Opera in the Park - Federal Hill \$5000

Providence ART Windows \$5000

PPS Festival of Historic Houses \$10,000

RI Historical Society \$15,000

RI International Film Festival \$15,000
RISD Art Museum \$35,000
RWP Zoo Jack O'Lantern Spectacular \$15,000
Sound Session \$30,000
US Air Force Band Concert/ VMA \$4995

Upon motion, second, and the unanimous vote of the Board (with Matt Montgomery of RISD Museum recusing himself), the Board approved the recommendations of the Grants Committee.

7. Finance report: Susann Della Rosa presented the balance sheet as of June 23, 2009 and the to-date budget (see attached). She anticipates a \$70,000 cash surplus for FY 09 that will be carried forward into the budget for FY 10.

8. 2010 Fiscal Year Budget: A proposed budget for FY 10 was presented. Revenue was projected to be \$1,150,000. Expenses were proposed of \$1,150,000 as follows: Joint Marketing with the PWCVB, \$240,000; Tourism Grants, \$175,000; Waterfire Grant, \$75,000; Providence public relations firm fees and expenses, \$230,000; Marketing, \$100,000; City Department of Arts, Culture and Tourism, \$155,000; Fireworks (New Years and 4th of July), \$100,000; Opportunities Fund, \$50,000; Administrative Expenses, \$25,000.

Upon motion, second, and the unanimous vote of the Board, the Board approved the proposed FY 10 budget as set forth above.

9. Audit services: Susann Della Rosa proposed that we extend the contract for auditing services for one year with the accounting firm that has conducted the PTC audit, Aaronson Lavoie Streitfeld Diaz & Co., P.C. Upon motion, second, and the unanimous vote of the Board, the Board approved the contract extension.

10. Old Business: None

11. New Business: None

12. Adjournment: Upon motion the meeting was adjourned at 1:30 PM.